



Makati High School

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Senior High School



Business Name: Pipino Apparels

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CHAPTER 1

BUSINESS CONCEPT

Pipino Apparels is a company that produces locally made t-shirts made from local materials with designs inspired by the different cultures from the Philippines with the twist of having witty puns included in the design. The company can provide designs from hired artists but it is also open for design commission. The shirts will be made out of cotton, which are harvested by the Filipino farmers, for the customers' maximum comfort.

The price of the product will range from 150 pesos to 350 pesos, which will depend on the design and shirt quantity the customers will avail. This price already covers the price for the materials, machinery, packaging and labor of the employees.

Upon purchase, each customer will receive their orders with freebies, which can include stickers and patches that are also locally made. Its packaging will be plastic-free and it will be an all paper packaging; paper bag for the physical transactions and in a paper box with paper scrunches inside to secure the product for online purchases.

It will be available nationwide through the company's online store and social media pages, where the available t-shirts will also be promoted. A physical store will be available in *Pipino Apparel's* main office to serve and provide the customers' clothing needs. More branches will be opened when the company has gathered enough funds for expansion.

Vision

Pipino Apparels aims to promote the local cultures of the Philippines, give Filipinos more access to locally produced clothing, and aid the financial struggles of the Filipinos by providing them jobs and profits for the local businesses that will supply raw materials to the company.

Mission

To provide quality but affordable and trendy modern-day styled clothes that have a wide range of style inspired by and to showcase the different cultures in the Philippines using locally sourced products sold by our fellow Filipinos.

Business Goals

Pipino Apparels' goals are:

- To promote the local cultures of the Philippines
- To provide more access to locally made clothes that are also affordable
- Give work to the Filipino people to help them financially and help aid the high unemployment rate
- To utilize local raw materials harvested by other Filipinos
- To earn money.

Business Objective

In today's society, people tend to choose foreign-made and styled clothings over locally made ones as it is cheaper and easier to blend in with the current trends. *Pipino Apparels* wants to make locally-made clothes that will receive as much or more attention than the foreign-made ones by making similar styles and designs but with the touch of local Filipino culture and integrating locally produced materials to the product. This will help the different cultures to be recognized not just locally but also internationally.

Key Result Area

Pipino Apparels will steadily enter the market standing with confidence and integrity of providing quality-made clothings. Innovation openness to ideas will be the company's strong point that will put it above other similar businesses as this opens doors of new possibilities for the products that will be produced by the company. It will be achieved by efficient productivity and usage of the company's resources for its production, management and distribution of products.

CHAPTER 2

EXECUTIVE SUMMARY

The creators of this shirt printing innovation were avid graphic t-shirt enthusiasts. They were inspired by t-shirts depicting a particular location, culture, or tradition, as well as those with a touch of wit and pun in their designs. We were unable to locate a shirt brand that incorporated both cultural promotion and wit, so we decided to create our own.



Pipino Apparel

"PIPINO" originated as an internet slang abbreviation for "Filipino." Since the purpose of our clothing line is to create a blend of Filipino culture, puns, and wit, the term "PIPINO" conveys the precise blend and comparable feel.

The proposal group is also the first investor or funder of the aforementioned clothing business, though a bank or other financial institution loan will suffice if necessary. The business proposal group will be the primary owner, manager, and employer of the company. The group believes that by combining our creativity and selling expertise, the business will flourish.

Manila University Belt, particularly Espana will be the most practical and ideal location for our physical store. Our store's theme will be most suited to young consumers which will mostly be found around the University Belt. We will also get our raw materials from local markets around Manila like Quiapo and Divisoria.

The proposal team projected all potential expenses, sales, and profits as the business progresses. Business concerns and disagreements have already prompted the creation of a contingency plan. The business will offer its items in accordance with the government's enacted legislation, adhering to regular operating procedures. To maintain a strong business connection, the profit will be distributed equitably to each member of the group or the investors.

CHAPTER 3

BUSINESS PROPONENTS FINANCIAL BACKERS AND RESOUC E MOBILIZERS

The group's 'Pipino Apparels' line business will certainly requires a huge number of financial support from investors. To begin the business, first plan, the group will share and load their own savings to the business to make sure that the group are capable, determined, and committed to their plan. The fund that came from group will be allotted on buying important necessities: machines/technology, raw materials, space for the business, and many to mention. Second plan, the group will seek and borrow financial help from various banks and other organizations that are willing to provide financial support to beginners. After a month of earning enough funds and having financial stability, the group is grateful to return the money from other groups who helped the business come true.

Applicators And Technology Providers

On planning to have clothing line business, the utilization of technologies and machines is necessary. For example, a heat press (for printing the design on the shirt), printer (for the construction of the desired design), and a dryer (for drying up the ink and sets it to the fabric). These are some of the equipments that are necessary for clothing line because by having such kind of technology will solidly make the processing quick and neat.

Support Teams And Operating

The group will be the first business' operators and support teams. Yet, their skills will be filtered on which area they belong, whether on operating the production, the lobby, or managing the business. Furthermore, if the business lacks manpower and has enough money to pay for it, the group will hire, train, and welcomes the deserving incoming workers of the business.

Top Management And Governance

With proper guidance and willingness to grow the business and skills of one another, the group will work together. They need to do little by little in order to achieve the goal of their business plan. Their integrity, innovative minds, and driven by passion attitude will definitely surpass the incoming challenges and obstacles that their business will face.

CHAPTER 4

THE TARGET CUSTOMERS AND THE MAIN VALUE PROPOSITION

Target Customers

Students, teachers, staffs, and young consumers who has a fashion taste, has a great sense of humor, and love our culture who can afford our prices are our target customers.

Main Value Proposition

Pipino Apparels offers cool text designs and pictures with so much to choose from depending on the consumers' choice. These are the main prices regardless of the text or pun and photo chosen:

T-shirt + small text	P 150
T-shirt + small text + medium picture	P 175
T-shirt + small text + large picture	P 200
T-shirt + medium text	P 250
T-shirt + medium text + medium picture	P 275
T-shirt + medium text + large picture	P 300
T-shirt + large text	P 350

Prices may vary but all of the above are included with freebies.

Customer Taste

Puns, jokes, and memes are still in every social media platform. Combining it with clothing, and our rich culture will surely get the attention of our young consumer.

Product

Our product includes the t-shirt (sizes from extra small to extra-large), the chosen text and photo to put on the shirt, and freebies such as patches and stickers. (The prices may vary).

Exact Location

As we target young consumers, our business would be in Manila University Belt, particularly in España. Young consumers coming from different universities surrounding our store can stroll and buy the products from us.

Market Channels

Students, teachers, staffs, and young consumers who post our products on social media helps in introducing our business to the public and may possibly gather more customers.

CHAPTER 5

MARKET DEMAND AND SUPPLY, INDUSTRY DYNAMICS AND MACRO-ENVIRONMENTAL FACTORS

Market Demand and Supply

The Pipino Apparels will put an emphasis on providing the most reasonably priced items possible while putting the requirements of the customer first. The prices of the products are determined by factoring in both the cost of the materials that were utilized and an additional amount to account for the profit that was made by the company. It will become more difficult to acquire supplies in proportion to the growing demand. A lack of supplies will influence the operation of the business; as a result, it is strongly recommended to have a backup plan. If the price of some of the product's raw materials has gone up, the price of the product itself will go up as well to accommodate the higher level of demand.

Macro-Environmental Factors

Demographic – locating the store in the University Belt in Manila makes it possible to attract customers from a large and varied population, which presents the company with a number of opportunities as well as challenges. Designs that appeal to fans of culture are serving as the inspiration behind the expansion of our clothing line. Rapid growth in the number of customers

creates a high demand, which in turn poses a risk to the company regarding its ability to handle and manipulate the situation.

Geographic –A lot of attention can be drawn to an area if it is situated close to a school, universities and colleges, and business district, which can lead to an increase in the number of people interested in purchasing products. Customers who have the ability to make purchases are unquestionably established in this sector of the company.

Economic – Pipino Apparels will follow the trend for inflation and deflation of raw materials and products in order to maintain a competitive advantage in the marketable price while ensuring that the price is kept at a level that the customer can afford in order to purchase the product.

Socio-Cultural – Pipino Apparels will make certain that the overall quality of the products, as well as the designs of those products, lives up to the expectations and satisfies the demands of the customers. And providing the highest quality of service that is humanly possible by preserving tranquility and cleanliness within the store as well as the goods that are manufactured.

Technological – Some of the technological appliances, particularly those that are on the cutting edge, will be utilized at Pipino Apparels. The heat press machine and the silk screen machine are two major technologies that are used in the pressing of vinyl sticker designs and inked shirt designs, respectively. The production of goods will undoubtedly proceed at a faster rate.

Ecological – Pipino Apparels will comply with all laws pertaining to the correct disposal of waste materials and the maintenance of appropriate sanitation. Keeping in mind the importance of protecting the natural world can make for a more pleasant and secure setting in which to conduct business.

Political – adhering to and following the legal standard that was established by the government for the sale of clothing products in a manner that is risk-free. It is necessary to have the essential permits, to keep the environment clean and healthy, to treat workers fairly, and to dispose of waste materials in an appropriate manner.

CHAPTER 6

PRODUCT EVOLUTION, DESCRIPTION, PROCEDURE, AND JUSTIFICATION

Product Evolution

The fashion industry is characterized by rapid change, and studies have shown that organizational flexibility is typically linked to cases of success and failure in the industry. These markets display traits that are usual, including short lifecycles, high volatility, little predictability, and high levels of impulse purchase. A pyramid consisting of the following five market segments—Couture, Prêt-à-porter, Diffusion, Bridge, and Mass—can be utilized to classify fashion marketplaces in accordance with price points and competitive strategies. The following is a description of each of these divisions:

- At the very top of the pyramid sits **Couture**, which is representative of premium worldwide brands and their need to convey both the quality and value of their products.
- The focus of **prêt-à-porter** brands is on creative, limited-edition products that are sold at premium pricing. Product innovation, quality, and a positive brand image are three of the most important Critical Success Factors (CSFs). Luxury companies that are less dependent on current fashion trends and that offer more timeless products and carry-over are included in this market sector.

- The **diffusion** segment consists of industrial brands that have the same CSFs as the category that came before it.
- **Bridge** refers to items that bridge the gap between mass production and widespread dissemination; the CSFs are linked to the capability of serving the market at the appropriate moment. The quality of the service provided is more significant than its appearance.
- The **mass** market is at the very bottom of the pyramid since it is the least customizable. The most significant criteria for this market are high volume and distribution capillarity.

Product Description

Our t-shirt products will be classified as a bridge. We cannot mass produce our product yet and we will currently focus on the quality and theme of our products. We will mainly feature local themes featuring Filipino tradition and culture.

The product's components will be sourced from local markets in Quiapo and Divisoria, both of which have a high probability of developing low-cost retail districts in the near future. Commuting will be the choice for transportation.

T-Shirt Printing Procedure

Design Layout	<p>Without a fantastic design, it is impossible to print a t-shirt. To cut a long tale short, you should make sure that the design you choose conveys your narrative, is consistent with your brand, or simply looks incredibly awesome.</p>
Choosing a Fabric and Shirt Type	<p>Keep in mind that your design needs to be compatible with the color of the t-shirt that you choose. For example, a design with dark colors will not show up very well on a t-shirt that is dark blue or black. Therefore, if you want to print on black t-shirts, your design should employ lighter colors, and vice versa if you want to print on white shirts.</p>
Printing Method	<p>When it comes to printing on a T-shirt and selecting the appropriate process, there are a number of factors to consider, including differences in cost, appearance, production time, and the materials used.</p> <p>The process of transfer printing is used to make graphics for T-shirts that are made of vinyl. Screen printing produces a distinct appearance as well as a distinct texture; the end product has a feel that is both more daring and three-dimensional. Vinyl is frequently regarded to have greater longevity than ink does.</p> <p>T-shirt designs that really wish to stand out from the crowd should make use of vibrant colors and fabrics that are long-lasting. On the other hand, just like with screen printing, the price of each additional</p>

	color increases. Vinyl printing is not a viable option for large orders because each graphic has to be applied to each shirt individually.
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Product Justification

If you are contemplating beginning a business, a t-shirt printing company is one of the most lucrative possibilities you may discover. Compared to other means of advertising such as billboards, television, etc., personalized T-shirts are one of the most affordable ways to market a brand. Online tshirt creator tools have also made it easier for anyone to design shirts and t-shirts for any occasion. Moreover, a high-quality T-shirt has a longer shelf life, allowing the business to maintain its visibility for a longer period. The demand for T-shirts has risen as a result.

CHAPTER 7

THE ENTERPRISE STRATEGY AND ENTERPRISE DELIVERY SYSTEMS: BUSINESS COMPETITIVENESS

Product/Service Strategy

Our product selection will vary from the updated and common trends of the fashion industry, it is priced exactly according to its quality. The product is purchase able through retailers and it comes in a variety of colors, size, and style for a quality and standard product offered in the market and is merely based on public demands.

Pricing strategy

The pricing of our product may vary according to the expenses and the cost of raw material used in creating the cloth. Quality of the product is the main basis of our pricing method which is affordable in order to gain satisfaction towards our consumer. Suggested retail pricing are actually observed in our clothing products in order to create balance. Pipino Apparels' pricing will be appropriate for the quality and level of service associated with the store. Pricing the product will undergo cost base product and additional amount to serve as profit for the business.

Enterprise Distribution Strategy

Our enterprise creates an effective way to distribute our products efficiently and effectively, since our business is only starting therefore the specified location will be in the local markets of Guadalupe and Divisoria area only. Our way of distribution may vary online (Email/ internet) or personal (store). The process of distribution is shown below.

- Manufacturer
- Distributor
- Retailer
- Consumer

This process is intended for the personal form of distribution. While the online is shown below.

- Retailer
- Distributor (employee, delivery man)
- Consumer

Advertising and Promotions Strategy

Our enterprise has an advertising and promotional plan that allows us or helps us to effectively reach out the target consumers and promote our company's products and services to the publics.

- We will promote our product through the use and distribution of any printed advertisements such as fliers, pamphlets, brochures, etc. throughout a specified area.

- Through sales talking since it is the most commonly used way of promoting the product in order for the consumers to patronize it.
- Through the use of internet since it is widely known, we can promote or advertise our company's product through the use of social media sites and ads.

CHAPTER 8

FINANCIAL FORECAST, EXPECTED RETURN, RISK AND CONTINGENCIES

Financial Forecast

Sample Forecast for a Sample Bulk Order			
Materials	Unit Price	Quantity	Sub Total
Plain white t-shirt	Php 75	50	Php 3,500
Green Vinyl Film	Php 70	4	Php 280
Golden Yellow Vinyl Film	Php 70	1	Php 70
Brown Vinyl Film	Php 70	5	Php 350
Black Vinyl Film	Php 70	3	Php 210
Design Commission	Php 500	1	Php 500
Labor Fee	Php 500	5	Php 2,500
Machinery	Php 35	50	Php 1,750

	Total:	Php 9,410
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Expected Return

Based on the forecast on the sample bulk order, the company's sale is expected to be 12,500 pesos if each shirt is sold for 250 pesos. If we deduct the production cost, which amounts to 9,410 pesos, to the total sales, the company's profit for this project will be 3,090 pesos. Given this, the profit for each shirt is approximately 60 pesos per shirt.

Risk and Contingencies

Since apparel type businesses rely on the machinery, the company already included maintenance fees to the price of the products. This will serve as an emergency fund so that when something goes wrong with the equipment, the company can do the appropriate repairs or replacements without affecting the quality of the products.

7 P's of Marketing

Product – In Pipino Apparels branch. There were 5 categories; Couture, Prêt-à-porter, Diffusion, Bridge, and Mass. The price of clothes according to its level; Couture in the highest level is Php.499-above, Prêt-à-porter is Php.350-499, Diffusion is Php.250-349, Bridge is Php.150-249, and Mass in the lowest level is Php.69-149.

Price – The firm will use a pricing strategy that is both affordable and approachable. The price of the products will depend on the printing style and also the quality that has been used.

Place – Selling in Espana, Manila near universities.

Promotion – Clothing products may be advertised via social media and magazines to promote the business and gain the attention of the consumers.

People – Youth and university students are targets of this business due to the witty design of the products.

Positioning – It will be determined by how well customers are satisfied with the clothing products of our company.

Packaging - The packaging of the clothings is paper-based with our logo. We choose paper based packaging to become eco-friendly.

CHAPTER 9

ENVIRONMENTAL AND REGULATORY COMPLIANCE

This apparel business will comply with laws and policies in accordance with the regulations implemented by the area which it will guarantee a smooth flow of the business. This can be done properly going and getting permits to some departments needed for the business. Getting registered to the various government offices such as in the Department of Trade and Industry (DTI) to get permit to sell, Bureau of Internal Revenue (BIR) to be map for the tax, getting sanitary permit to the City or Municipality Health Department, reaching the office of the Department of Environment and Natural Resources (DENR) to know on how to properly dispose waste materials that used in manufacturing clothes, and other reaching other offices that will be needed. Lastly, the Department of Health (DOH) of the area, whose job is to declare that the business is running clean and well-sanitized

Maintaining compliance with the Acts that were established by the DENR, submitting appropriate documentation, and adhering to the set retail price can all contribute to a more stable effect for the operation of the business.

CHAPTER 10

CAPITAL STRUCTURE AND FINANCIAL OFFERING, RETURNS AND BENEFITS TO INVESTORS, FINANCERS AND PARTNERS

The initial financial offering or capital of the business is expected to reach up to Php. 160,185.00. The initial investment will be divided for the registration process fees of the business, purchasing equipment such as PC Set for layouting, printing machines, and other stuff that the business is going to use. Purchasing other materials like Wooden Hangers, Long Single Pole Clothes Rack, Mannequins and especially the raw materials (Plain T-shirts). Payment for the rent, and Utilities Expenses for 1 month also belong.

INITIAL MONEY INVESTED

Materials, Equipment, and Expenses	Quantity	Unit Price	Sub-total
Plain T-shirts	50 pcs	Php 150	Php 7,500
Wooden Hangers	350 pcs	Php 25	Php 8,750
Tarpaulin for the name of the business	1 pc	Php 250	Php 250
Light bulb (fluorescent)	8 pcs	Php 75	Php 600

L.E.D lights	4 pcs	Php 100	Php 400
Standing AC	1 pc	Php 60,000	Php 60,000
Long Single Pole Clothes Rack	5 pcs	Php 980	Php 4,900
Mannequins	6 pcs	Php 810	Php 4,860
Printing Machine	2 pcs	Php 10,000	Php 20,000
PC Set/Computer Set for layouting	1 pc	Php 20,000	Php 20,000
Business Registration Process		Php 10,925	Php 10,925
1 Month Rent for Selling Area		Php 5,500	Php 5,500
Deposit of Rent (1 month or 2 months)		Php 5,500	Php 5,500
1 Month Utilities Expenses (Electric Expenses)		Php 1,000	Php 1,000
Back-up Cash		Php 10,000	Php 10,000
Total			Php 160,185

The business capital structure will be determined by the company's revenue growth. Revenue less costs equal profit, and profit serves as the business's financial asset. Acquired equipment and supplies are also assets. Furthermore, some of the planned costs, such as rent charges for rental revenue, function as a corporate asset.

STATEMENT OF FINANCIAL POSITION

Cash	Equipments and Materials	Pipino Apparels's Capital
Php. 10,000	Php. 66,010	Php. 76,010

ASSETS

Current Asset

Cash	Php. 10,000
Equipment and Materials	Php. 66,010
Total Current Asset	Php. 76,010
Non-Current Asset	-
Total Assets	Php. 76,010

LIABILITIES

Current Liability	-
Non-Current Liability	-
Total Liability	-

CAPITAL

Pipino Apparels's Capital	Php. 76,010
Total Liability and Capital	Php. 76,010

Cash Inflow

Php. 3,100

Cash Expenses

Php. 1,575

Php. 1,525

Number of Days	Capital/Expenses per Day	Sales per Day	Profit
Day 1 (Monday)	Php. 1,575	Php. 7,100	Php. 5,525
Day 2 (Tuesday)	Php. 3,150	Php. 9,575	Php. 6,425
Day 3 (Wednesday)	Php. 4,725	Php. 10,525	Php. 5,800
Day 4 (Thursday)	Php. 6,300	Php. 12,750	Php. 6,450
Day 5 (Friday)	Php. 4,875	Php. 11,150	Php. 6,275
Day 6 (Saturday)	Php. 5,125	Php. 12,125	Php. 7,000
Total Forecasted Profit			Php. 37,475

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